



蘇州大學
Soochow University

COM 402 New Media and Society

Fall 2023

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course explores how various forms of new media influence social interactions, community, relationships, cultural practices and public and private spaces. It introduces a wide variety of topics including: the characteristics of new media; social and political uses of new media and new communications; new media technologies, politics and globalization; everyday life and new media; theories of interactivity, simulation, the new media economy; cybernetics, cyberculture, the history of automata and artificial life.

Upon completion of this course, students will be able to:

1. Gain a holistic perspective on the profound impact of new media on modern society;
2. Gain familiarity with the technological aspects of new media, including the tools and platforms that facilitate communication and interaction;
3. Examine how new media platforms and technologies are used for social and political purposes;
4. Develop critical thinking skills to assess both the positive and negative impacts of new media on society, culture, privacy, and ethical considerations;
5. Communicate ideas related to new media through written assignments, presentations, and discussions;
6. Apply the theoretical concepts learned throughout the course to analyze real-world examples and case studies.



PREREQUISITES

COM 301 Introduction to New Media

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Class Participation and Discussions	10 Points
Critical Analysis Essays	40 Points
Group Presentation	20 Points
Final Paper	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly, *New Media: A Critical Introduction*, 2nd Edition, Routledge, 2009.

Recommended (Optional) Texts or Other Materials:

There will be specific readings based on class activity.

COURSE TOPICS

MODULE	TASKS
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Module 1	<p>Topics: Topic 1: Introduction to New Media and Social Change Topic 2: Characteristics of New Media Topic 3: Theoretical Approaches Topic 4: New Media: Determining or Determined? Critical Analysis Essay#1</p>
Module 2	<p>Topics: Topic 5: Social Interactions and New Media Topic 6: Communities in the Digital Age Topic 7: Social Media and Self-Presentation Topic 8: Public and Private Spaces in the Digital Context Critical Analysis Essay#2</p>
Module 3	<p>Topics: Topic 9: New Media and Visual Culture Topic 10: Influence of New Media on Cultural Identities Topic 11: Creative Expression and Digital Art in New Media Topic 12: Video Games Critical Analysis Essay#3</p>
Module 4	<p>Topics: Topic 13: Economics and Networked Media Culture Topic 14: Political Economy Topic 15: Globalization, Neo-liberalism and the Internet Topic 16: The Digital Divide Critical Analysis Essay#4</p>
Module 5	<p>Topics: Topic 17: New Media in Everyday Life Topic 18: Cyberculture and Cybernetics Topic 19: Biological Technologies: The History of Automata Topic 20: Theoretical Frameworks for Comprehending Cyberculture Group Presentation Final Paper</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow



University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.



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DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.